株式会社 タカラトミー



For Immediate Release







September 15, 2022

# The first collaboration between TOMICA and Studio Ghibli!(\*1) "Dream TOMICA Everything Ghibli!" Series will be released

The first launch includes <u>Cat Bus from "My Neighbor Totoro,"</u>

<u>SAVOIA S.21F from "Porco Rosso"</u>

and Sea Railway from "Spirited Away"

All to be launched on Saturday, November 19, 2022

Advance sales will start on Saturday, October 15 at Takara Tomy Mall, Donguri Republic, Ghibli Museum, Mitaka, etc.

TOMY Company, Ltd.



Photo: From left to right, "My Neighbor Totoro Cat Bus," "Porco Rosso SAVOIA S.21F" and "Spirited Away Sea Railway"

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) has developed the new "**Dream TOMICA Everything Ghibli!**" **Series** in the first collaboration between the diecast miniature toy cars manufactured by TOMY Company and Studio Ghibli.

The first launch consists of 3 products: "My Neighbor Totoro Cat Bus," "Porco Rosso SAVOIA S.21F" and "Spirited Away Sea Railway" (SRP: JPY 1,320 each/tax included), and will be released on Saturday, November 19, 2022 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty stores for TOMICA product TOMICA shops, KIDDY LAND (limited quantity available), Donguri Republic (all stores), museum shop Mamma Aiuto! at Ghibli Museum, Mitaka(\*2), Ghibli Museum, Mitaka Online Shop, official shop of Ghibli Park (Opening on Tuesday, November 1, 2022)(\*3), online stores, TOMY Company's official online store Takara Tomy Mall (takaratomymall.jp), etc.

In addition, advance sales will start on Saturday, October 15, 2022 at TOMICA shop, KIDDY LAND (limited quantity available), Donguri Republic (all stores), museum shop Mamma Aiuto! at Ghibli Museum, Mitaka, Ghibli Museum, Mitaka Online Shop, as well as Takara Tomy Mall.

Pre-orders will begin at Takara Tomy Mall on Thursday, September 15, 2022. (Please refer to the official website <a href="www.takaratomy.co.jp/products/tomica/sp/ghibli">www.takaratomy.co.jp/products/tomica/sp/ghibli</a> for the dates of advance sales and acceptance of pre-orders at other stores.)

"Dream TOMICA Everything Ghibli!" Series, produced by TOMICA, presents die-cast miniature toy cars that reproduce the vehicles that appear in Studio Ghibli films. While maintaining TOMICA's safety standards, these products successfully combine TOMICA's style and the world depicted in Studio Ghibli films, allowing everyone from children to adults to enjoy playing and displaying, while imagining the scenes in the films. Following the first launch, there are plans to expand the lineup of the Series.

"Dream TOMICA Everything Ghibli!" Series is a new lineup from "Dream TOMICA" (\*4), a series that collaborates with popular characters and contents based on the concept of "Tomica collaborations that you dreamed of!" This year, to celebrate the 10th anniversary of "Dream TOMICA" Series, which started in 2012, we have finally realized a long-term dream to collaborate with Studio Ghibli films, which are beloved by people around the world.

- (\*1) In 2007, "Everything Ghibli! TOMICA Limited Collection" (3 products, in-store special order) were sold by BENELIC CO., LTD., but this is the first time that TOMY Company, Ltd. is releasing as part of its "TOMICA" brand.
- (\*2)(\*3) Entry tickets for "Ghibli Museum, Mitaka" and "Ghibli Park" are by advance reservation for specific dates and times. Preorders are not available at these venues.

### (\*4) About "Dream TOMICA"

The series was launched with "Tomica collaborations that you dreamed of!" as its concept, and incorporates popular content that appeals to a wide range of target demographics. "Dream TOMICA" celebrates its 10th anniversary this year.





## About "Dream TOMICA Everything Ghibli!" Series

★The launch of the collaboration with Studio Ghibli!

The first lineup consists of the vehicles inspired by Studio Ghibli films such as "bus," "aircraft" and "railway!"



My Neighbor Totoro © 1988 Studio Ghibli



Porco Rosso © 1992 Studio Ghibli - NN



Spirited Away © 2001 Studio Ghibli - NDDTM



"Cat Bus"
© 1988 Studio Ghibli



"SAVOIA S.21F"
© 1992 Studio Ghibli - NN



"Sea Railway" © 2001 Studio Ghibli - NDDTM

The first launch consists of 3 vehicles that appear in 3 Studio Ghibli films: bus, aircraft and railway.

These products give a sense of the world of Studio Ghibli films. The "Cat Bus" from "My Neighbor Totoro" depicts the scene from the film "My Neighbor Totoro" as it runs through the forest searching for Mei, "SAVOIA S.21F" from "Porco Rosso" depicts the seaplane "SAVOIA S.21F" piloted by Porco in the film "Porco Rosso," and "Sea Railway" from "Spirited Away" depicts the sea railway that runs on the sea, passing by the bathhouse Aburaya in the film "Spirited Away."



Launch Date in Japan: Saturday, November 19, 2022

SRP: JPY 1,320 each (tax included) Recommended Age: 3 years and above

Copyright: © Studio Ghibli

Official Website: www.takaratomy.co.jp/products/tomica/sp/ghibli

Sales Channels: Toy stores, toy sections of departments stores/mass retailers throughout Japan, the specialty stores for

TOMICA products TOMICA shops and KIDDY LAND (limited quantity available), Donguri Republic (all stores), museum shop Mamma Aiuto! at Ghibli Museum, Mitaka, Ghibli Museum, Mitaka Online Shop, Ghibli Park (Opening on Tuesday, November 1, 2022), online stores, TOMY Company's official online store Takara Tomy

Mall (takaratomymall.jp), etc.

## • "Dream TOMICA Everything Ghibli! 01 My Neighbor Totoro Cat Bus"

TOMICA depicts the "Cat Bus" running through the forest searching for Mei. The destination marker is set to "Mei." Attention has been paid to detail in the design to look like living things such as the limbs are not balanced left and right to provide energetic image of running, the matte-painted body provides an image of soft fur, the seats inside the carriage are drawn like a wave, reproducing soft and fluffy seats, and the bottom part of the chassis curves outward like a stomach.





Product Package

## Dimensions: W 47.6 mm × H 38.2 mm × D 78.2 mm

### • "Dream TOMICA Everything Ghibli! 02 Porco Rosso SAVOIA S.21F"

TOMICA depicts the "SAVOIA S.21F," the seaplane piloted by Porco. Features that will also be appreciated by fans such as a stately design, a cockpit that reproduces the seats and the lever, equipped with Fio's seat located at the gap for checking the machine gun at the nose of the plane, a rotating propeller on the engine, and the body is engraved with a line to reproduce the seaplane as designed in the animation.

Dimensions: W 93.8 mm  $\times$  H 35.7 mm  $\times$  D 78 mm





Product Package

## • "Dream TOMICA Everything Ghibli! 03 Spirited Away Sea Railway"

TOMICA depicts the "Sea Railway" that runs on the sea passing by the bathhouse Aburaya. This product allows you to experience the world of the film such as peeking through the window to see Chihiro and No Face (cutouts) are on board, reproducing the interior of the carriage such as the passenger seats and the driver's seat in the train, reproducing a retro impression of an old electric railcar with a mattepainted body. Buy two and you can join them at the front or back.

Dimensions: W 26 mm × H 36 mm × D 84.7 mm





Product Package



Cutouts of Chihiro and No Face are on board.

<sup>\*</sup>Advance sales start on Saturday, October 15, 2022 at TOMICA shop, KIDDY LAND (limited quantity available), Donguri Republic (all stores), museum shop Mamma Aiuto! at Ghibli Museum, Mitaka, Ghibli Museum, Mitaka Online Shop, and Takara Tomy Mall.

## ■About "Tomica"

"Tomica" was released in 1970 by TOMY Company, Ltd. as Japan's first palm-sized domestic die-cast miniature car series, and it celebrated its 50th anniversary in 2020. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with more familiar Japanese miniature cars. It is now loved by parents and children across three generations. Up to now, we have sold more than 1,110 different types of cars, a total of more than 710 million cars (As at April 2022).



In recent years, in addition to our long-standing products, we have expanded our lineup such as with our "Dream TOMICA" Series that collaborates with popular characters and contents and our "TOMICA Premium" Series of highly detailed collection models. In addition, in 2016, we launched full-scale licensing of the "Tomica" brand for adults. We have been expanding licensing to apparel, stationeries, daily necessities, etc. with the aim of making Tomica a brand that will be of interest to a wide range of people regardless of age or gender.

Official Website www.takaratomy.co.jp/products/tomica

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